

**CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT  
(CTBID) BOARD**

**AGENDA**

**January 9, 2007**

**1:30 p.m. – 3:30 p.m.**

**City of Carlsbad**

**1635 Faraday Avenue, Room 173B  
Carlsbad, CA**

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**NOTICE TO THE PUBLIC:**

1. Meetings are divided into categories shown below
2. When you are called to speak, please come forward and state your name and address.
3. All persons requiring assistance or auxiliary aids in order to effectively participate may contact the Administrative Services Office (760-602-2409) at least 24 hours prior to the meeting to arrange for reasonable accommodations.

**PUBLIC COMMENT:**

If you desire to speak about an item not listed on the agenda, a pink "Time Reservation Request" form should be filed with the Board Minutes Clerk. A total of 15 minutes is provided for the Public Comment portion of the Agenda. Speakers are limited to three (3) minutes each.

If you desire to speak concerning an item listed on the agenda, a white "Time Reservation Request" form should be filed with the Board Minutes Clerk. Each speaker is limited to three (3) minutes each. Please remember to state your name and address for the record.

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**I. CALL TO ORDER 1:30 p.m.**

**II. ROLL CALL**

**CONSENT CALENDAR:** The items listed under Consent Calendar are considered routine and will be enacted by one motion as listed. There will be no separate discussion on these items prior to the vote, unless an item is removed.

**(C) III. APPROVE MINUTES OF NOVEMBER 30, 2006**

To approve the minutes of the November 30, 2006 meeting of the CTBID Board of Directors.

**(C) IV. AB # 0107-14 – ADOPT RESOLUTION #2007-1**

To adopt Resolution #2007-1, Budget Revision, increase the staff support salary line item and approve San Diego North Convention and Visitors Bureau (SDNCVB) and Carlsbad Convention and Visitors Bureau (CCVB) contract extension amounts through June 30, 2007.

**V. STAFF REPORT**

Staff will provide a financial update report at this time.

**VI. AB # 0107-15 – APPROVE REQUEST FOR PROPOSAL (RFP) TO SEEK AN INDEPENDENT MARKET RESEARCH COMPANY**

To adopt Resolution #2007-2, Request for Proposal (RFP) for a Positioning Study.

**VII. AB # 0107-16 - DISCUSSION ITEMS**

1. Follow up on performance measurement reports from the San Diego North Convention and Visitors Bureau and the Carlsbad Convention and Visitors Bureau.

**VIII. NEXT MEETING**

The date for the next meeting will be decided.

**The remainder of the categories is for reporting purposes. In conformance with the Brown Act, no public testimony and no Board action can occur on these items.**

**GENERAL COUNSEL COMMENT**

**PUBLIC COMMENT**

**ADJOURNMENT**